MA

MICHAEL ANDERSON
LEAD GAME PERFORMANCE ANALYST

CONTACT

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📍 San Francisco, CA

SKILLS

- game analytics
- user experience
- predictive analytics
- teamwork
- data visualization
- SQL

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF ARTS IN GAME DESIGN, UNIVERSITY OF SOUTHERN CALIFORNIA

ACHIEVEMENTS

- Contributed to a game that achieved a 30% increase in player engagement post-launch.
- Recognized as 'Employee of the Month' for outstanding analytical contributions.
- Achieved a 25% reduction in player drop-off rates through targeted interventions.

PROFILE

Accomplished Game Performance Analyst with a robust background in gameplay optimization and user experience enhancement. Proficient in employing advanced analytics to dissect player interactions and derive insights that inform design and development strategies. Demonstrated ability to integrate user feedback into actionable game improvements, fostering a player-centric approach. Skilled in collaborating with diverse teams to drive initiatives that enhance engagement and revenue.

EXPERIENCE

LEAD GAME PERFORMANCE ANALYST

Activision

2016 - Present

- Led a team of analysts in examining player data to inform game balance adjustments.
- Developed and maintained predictive analytics models to assess game performance.
- Collaborated with UX designers to enhance user interfaces based on analytical findings.
- Executed large-scale data collection initiatives to support ongoing research.
- Presented analytical insights at industry conferences, establishing thought leadership.
- Trained new hires on analytics methodologies and tools.

GAME ANALYST

Riot Games

2014 - 2016

- Analyzed in-game metrics to identify trends and player behaviors.
- Collaborated with the development team to implement gameplay improvements based on data.
- Utilized SQL and Python to extract and manipulate large datasets.
- Created interactive visualizations to communicate findings effectively.
- Monitored and reported on the success of game updates and features.
- Engaged in player research initiatives to gather qualitative data.